Demand Driven
Agile
Growth

@bernnino Lind
CloudSigma
Demand Side = Efficient
Fund them
Let supply side bid
Uncertainty Cone

Demand at $t=0$

Product delivered

Demand at $t=end$

Time
Euro area and EU27 unemployment rates
Seasonally adjusted series

%
SMALL BUSINESSES HAVE A GOLDEN OPPORTUNITY TO SEIZE NEW GROWTH OPPORTUNITIES

DESPITE 2/3 of UK SMEs feeling ongoing pressure in an uncertain economy

54% still see an opportunity to grow their business

BACKED BY INITIATIVES SUCH AS...

STARTUP BRITAIN

45% of SMEs are focused on expanding their business

BUT HOW?

21% are changing their business strategies to help successfully challenge larger competitors

1/5 now offer additional products to existing clients and prospective clientele

37% plan to expand their business into new areas over the coming year

TO ENABLE GROWTH...

69% SMEs are looking to prioritize winning new customers and partners

58% are looking to improve relationships with current customers and partners

2/5 would like to use mobile social networking to network with other small businesses in the future

63% find the advice and support of other small businesses useful

58% see social tools as an important part of their business operations

33% of SMEs recognize that technology can improve the ability to communicate with customers

24% are prioritising investment in technology this year

TECHNOLOGY IS THE KEY...
The Missing Middle

Number of companies:
- Micro businesses: 1 employee
- Small businesses: 2-100 employees
- Medium sized businesses: 101-250 employees
- Large businesses: >251 employees

"The Missing Middle" Small companies lack access to finance

Amount of finance available:
- $0: Microfinance, loan sharks & personal loans
- $5,000: Local banks, loan sharks & personal loans
- $500,000: Local banks & subsidised international finance
- $2 million: International commercial finance

Source: Confederation of Danish Industry in cooperation with ESA BMO Network based on Thierry Sanders, NCDO
To finance growth...

finance Demand
&
procure from SMBs